The effect of customer experience and e-WOM on increasing the number of students

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Abstract: This study is a quantitative research that utilizes associative correlational analysis. The aim of this research is to identify and analyze the influence of Customer Experience and e-wom on increasing the number of students at Madrasah Aliyah (MA). This research seeks to determine the extent to which Customer Experience and e-wom can affect the increase in the number of students at MA Nurul Jadid. In this article, the author performed Pearson product-moment statistical tests using SPSS 22 to analyze the data obtained in this research. shows a good level of normality with a normality value of 0.089 (normality <0.5) and a T test of 0.00 (Sig<0.05). The data is normally distributed, making it possible to carry out further analysis. There is a significant positive relationship between the variables studied, this indicates an increase in the number of students or other positive impacts. So it can be concluded that there is an influence between variable x and variable y. It can be concluded that there is an increase in the number of students after implementing customer experience and e-wom.
Keywords: Customer Experience, dan e-wom, Increase in Student Enrollment

Introduction

The quality of educational institutions is very important in encouraging the progress of the institution and achieving the standards that have been set (Muslimah, Hamid, and Aqsa 2020). By maintaining and improving quality, educational institutions will be able to provide better services to their students, as well as ensure the achievement of educational standards expected by the community and other stakeholders. This can help create an educational environment that is conducive to student development and the overall growth of the institution.

The education industry is now experiencing a significant increase in competition, along with the increasing number of institutions and programs available. MA Nurul Jadid competes to attract prospective new students, so it is important for this institution to understand the factors that influence the decisions of prospective students. *Customer experience* at MA Nurul Jadid includes all interactions between prospective students and parents with the institution. This starts from the initial information search, the registration process, to the experience during learning. Positive *experiences* can increase satisfaction and loyalty, which has the potential to bring more students to MA Nurul Jadid. In the digital era, *eWom* refers to the dissemination of information and recommendations regarding MA Nurul Jadid through various online platforms such as social media, the web, and review sites. This information spread online has a great influence on the perception and decision of prospective

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students. There are gaps in understanding, research, marketing strategies, measurement, and application of technology in educational institutions. This gap includes a lack of knowledge about the concepts of customer experience and e-WOM, limited relevant studies, and incompatibility of the marketing strategies implemented. Therefore, it is very important for educational institutions to understand and utilize these two aspects to attract more students in a more effective way. Overall, a study of the influence of customer experience and *eWom* on increasing student numbers is crucial for educational institutions to understand market dynamics and optimize their strategies to achieve long-term success. This knowledge will help improve the competitiveness and sustainability of institutions in the ever-changing context of education.

The emergence of the digital world and the existence of the internet has given a new dimension to this phenomenon (Anjani and Irwansyah 2020). In the field of education, it can be done virtually through the internet such as the web, Instagram, and other internet platforms. As a result, customers will feel easier and more convenient, and businesses will be able to reach a much larger market. In addition, the business world is now highly dependent on information technology, especially the internet, to remain competitive in the global market (Putra, Saputri, and Mba 2020).Education promoted through the web and Instagram can increase the overall positive impact, reduce expenses, and improve operational efficiency and use it more effectively. Web and Instagram are a necessity, not an option, in today's era of globalization, so they have a stronger influence on the growth of businesses and their products if more and more business sectors use them. Over time, the Web and Instagram will experience advancements that will have a significant impact on people's communication patterns. Is there a significant relationship between the quality of *Customer Experience* provided by (MA Nurul Jadid) and the number of new students accepted? there is a significant relationship between the quality of *customer experience* provided by MA Nurul Jadid and the number of new students accepted. The steps taken to improve the quality of the experience will help MA Nurul Jadid not only in attracting more new students, but also in building a positive reputation among the community. Therefore, investment in the quality of customer experience must be a priority for educational institutions to achieve long-term success.

eWom (electronic Word of Mouth) refers to the electronic dissemination of information or recommendations through various channels such as social media, the web, Instagram, and other digital platforms. In today's digital age, *eWom* has a significant impact in shaping individual views and decisions, including in the field of education. Definition and Concept *of eWom.* Definition: *eWom* is a form of communication between individuals that takes place online regarding experiences, opinions, or recommendations related to a particular product, service, or institution. Relevance in Education: In the world of education, *eWom* can appear in the form of reviews about learning experiences at educational institutions, alumni testimonials, or discussions on social media regarding the reputation of a school. Student Interest to Enroll. Enrollment Interest: A student's decision to enroll in MA Nurul Jadid is influenced by a number of factors, one of which is the information obtained from *eWom.* Positive reviews from previous students can increase enrollment interest for prospective new students. Factors Influencing Interest: Access to transparent information, positive experiences shared by others, and a good image built through eWom will contribute to the increased interest of students to join an educational institution.

According to (Aynie, Hurriyati, and Dirgantari 2021). Electronic word of mouth, or "*Ewom*", is the process of using electronic media to share information and opinions about a brand, company, product, service, organization, or educational institution. This is not the same as conventional *Word-of-Mouth* (WOM) marketing, which is done offline through direct interaction. Ewom mostly occurs on social media sites like Instagram and the Web. Internet communities and forums, Websites with user reviews, Blogs Apps to chat, Send emails Customers can easily share their good and bad experiences with others in the Ewom ecosystem. This can have a big impact on other people's purchasing decisions

and the perception of a product or service in general. The following are some of the main characteristics of Ewom: Internet: occurs in electronic media and digital platforms. Fast: Educational institutions can't completely control what people say about them online. Credible: Consumers tend to trust the opinions of others, especially from people they know or who are considered experts. Various: eWom can include different types of information, such as reviews, recommendations, complaints, and praises. eWom can be a powerful marketing tool for educational institutions if they can attract more new students, as well as be able to share the benefits to the wider community online who are satisfied to share their positive experiences online. However, educational institutions also need to be aware of the negative risk of Ewom and have a strategy to manage it. By understanding Ewom and implementing the right management strategies, educational institutions can leverage the power of online communication to attract new students, improve the school's image, and ultimately, improve the quality of education offered.

A good customer experience has the power to meet customer needs personally, create lasting trust, and form a strong emotional bond with the company. By providing quality service, companies can build long-term relationships with customers, which in turn will increase customer loyalty and satisfaction. This is in line with efforts to create *brand advocacy* and strengthen the company's positive image in the eyes of consumers (Setiobudi, Sudyasjayanti, and Danarkusuma 2021).

The use of internet media significantly makes it easier for the public to get information without the need to interact directly, as well as providing space for consumers to convey information and opinions related to educational institutions. This allows educational institutions to reach a wider audience and optimize the use of *eWom* (*Electronic Word of Mouth*) as a promotional medium at MA Nurul Jadid (Wiwesa 2021). The high interest from the community towards the increase in the number of students has improved the Customer *Experience* at MA Nurul Jadid. The promotion and improvement of services through *the eWom Experience* and *eWom* ustomer continues to encourage individuals to obtain information through web platforms and Instagram, which is an important step towards success for educational institutions. However, in the end, success is also measured based on *eWom* and *e-Wom Customer Experience* in supporting the increase in the number of students (Fitria, Yohana, and Saidanai 2021).

From the results of this study, according to (Kamilah 2020), it is explained that customer experience on student progress has an impact on the spread *of Electronic Word of Mouth (eWOM).* The distinctive experience provided to customers affects the progress of students and *eeWOM*. Explain that customer perception of student development has an influence on *the spread of Electronic Word of Mouth (eWom).* The unique experience provided to customers affects the increase in the number of students as well as *eWom.* The experience significantly increases the positive impact of *eWOM.* This is because consumers' intention to offer online recommendations *(eWom)* is triggered by experience, the affective dimension. Indicates that the customer experience is something they get after using a product or service, and is emotional and rational (Lathifa and Silvianita 2023).Customer experience in an educational institution is a series of interactions between consumers (students, parents) and product/service providers in the institution. The consumer experience in the context of education is highly personal and involves rational, emotional, sensory, physical, and spiritual consumer engagement. This includes how consumers feel the education they receive, the relationship with lecturers or teachers, the learning atmosphere, and the values instilled. Meanwhile, customer satisfaction in the context of an educational institution is a feeling of joy or disappointment that arises in students, students, or parents after comparing the performance (results) of the services and education received with their expectations or expectations. Customer satisfaction can be affected by various factors such as the quality of teaching, facilities, academic support, and the overall learning *experience.* Increasing *customer* satisfaction in educational institutions is important to maintain the loyalty and reputation of the institution.

The purpose of this study is to identify and analyze the influence of *Customer Experience* (Ewom) and *Electronic Word of Mouth* (Ewom) customer experience on the increase in the number of students in Madrasah Aliyah (MA). This study aims to find out the extent to which *Customer Experience Ewom* and *ewom* can affect the increase in the number of MA Nurul Jadid students.

Method

In this article, a quantitative research approach is used. Population is defined as all subjects or objects in an institution that have met the criteria that have been set and are related to the research problem (Alfin, Hamid, and Maszudi 2023). Meanwhile, the sample "The Influence of *Customer Experience* and *e-WOM (Electronic Word of Mouth)* on the Increase in the Number of Students in Madrasah Aliyah (MA) is a study that analyzes the impact of digital interaction and customer experience on student development at the education level. This study aims to understand how online recommendations and positive customer experiences can affect the improvement of student learning achievement in Madrasah Aliyah Nurul Jadid.

With questionnaire and quiz research instruments, quantitative research approaches, associative analysis, and correlation, the author conducted a statistical test of the moment person product with the help of the SPSS 22 application to analyze the data obtained in this study. This method is expected to deepen the understanding of the relationship between the variables studied in this study. The research sample consisted of 50 students from classes X, XI, and XII, with details of 20 students from class X, 20 students from class XI, and 10 students from class XII. Data analysis was carried out using the test is linear regression.

Results and Discussion

To find out the relationship between *customer experience* and *e-Wom* to the number of student increases, the researcher tried to collect data where each data of customer experience (x_1), *e-Wom* (x_2), and student increase (y) data. The following is the data from the research results obtained:

Table 1.to measure the relationship between x and y

X_1		X_2		Y	
31	40	31	40	31	40
30	27	30	27	30	27
33	28	33	28	32	28
39	27	39	27	39	27
23	30	23	30	23	30
31	38	31	38	30	38
32	34	32	34	31	34
39	29	39	29	38	29
39	39	39	39	36	39
33	26	33	26	32	26
31	34	31	34	31	34
26	28	26	28	26	28
24	37	24	37	24	37
25	39	25	39	25	39
25	29	25	29	25	29
39	35	39	35	39	35
29	31	29	31	29	31
32	32	32	32	32	32

X₁		X₂		Y	
39	32	39	32	39	32
34	26	34	26	34	26
37	31	37	31	37	31
36	28	36	28	36	28
40	26	40	26	40	26
33	33	33	40	33	33
38	38	40	31	40	38

Before conducting the pearson product moment test, a preliminary test was carried out first. The test carried out is a reliability test, to find out whether the data obtained is reliable or not. The following data was obtained from the SPSS 22 application.

Table 2. Normalitas test
One-Sample Kolmogorov-Smirnov Test

		X_1	X_2	Y
N		50	50	50
Normal Parameters[a,b]	Mean	32.3000	32.3400	32.1800
	Std. Deviation	4.92909	5.04110	4.90185
Most Extreme Differences	Absolute	.116	.127	.102
	Positive	.068	.087	.095
	Negative	-.116	-.127	-.102
Test Statistic		.116	.127	.102
Asymp. Sig. (2-tailed)[c]		.089	.043	.200[e]
Monte Carlo Sig. (2-tailed)[d]	Sig.	.088	.043	.205
	99% Confidence Interval Lower Bound	.080	.037	.195
	Upper Bound	.095	.048	.215

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.
e. This is a lower bound of the true significance.

The analysis results show that for variable X1, the value of Asymp. Sig. (2-tailed) is 0.089, for X2 it is 0.043, and for Y it is 0.200. If we refer to existing criteria, data can be said to be normally distributed if the significance value is greater than 0.05.

Table 3. Paired sample t test results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.366	.3970		.967	.343
	E-Wom	.949	.061	.954	15.574	.000
	Customer Experience	.569	.120	.440	5.991	.000

a. Dependent Variable: Peningkatan Jumlah Siswa

Based on the results of the regression analysis that has been carried out, it appears that the variables E-WOM (Electronic Word of Mouth) and Customer Experience have a significant effect on increasing the number of students. This can be seen from the Significance (Sig.) value obtained for

each variable. For the E-WOM variable, the Sig. of 0.000 indicates that the effect on increasing the number of students is significant, because this value is below 0.05 (0.000 < 0.05). In addition, the standardized beta coefficient (Beta) which reached 0.954 indicates that E-WOM makes a very large contribution to increasing the number of students.

Next, in the Customer Experience variable, the Sig. is also 0.000, which implies that its effect on increasing the number of students is also significant (0.000 < 0.05). The standardized beta coefficient for Customer Experience is 0.440, indicating that although its influence is smaller compared to E-WOM, this variable still has a significant positive impact on the number of students.

Overall, the regression model tested has a constant of 0.366 with a Sig value. of 0.343, which indicates that this value is not significant (0.343 > 0.05). However, the influence of the independent variables (E-WOM and Customer Experience) shows that these two variables have a significant impact on the dependent variable, namely the increase in the number of students. So it can be concluded that there is an increase in the number of students after the implementation of Customer Experience and e-WOM.

The Influence of *Customer Experience* on Loyalty: The loyalty of students and parents at MA Nurul Jadid institution is a deeply held commitment to continue to support and choose the school in the future, despite the influence of the situation or efforts of other educational institutions that have the potential to attract them. The positive experiences they felt at MA Nurul Jadid played an important role in maintaining this loyalty and contributing to the increase in the number of students (Susilawati, Prastiwi, and Kartika 2022). The intention to maintain a relationship with MA Nurul Jadid, as a result of experience (Customer Experience), can be seen from the behavior of parents and students who continue to support this school, such as recommending MA Nurul Jadid to others, allocating more time and resources to school activities, as well as re-registering students or encouraging relatives and friends to join. This shows how Customer Experience has a direct effect on loyalty which has an impact on increasing the number of students. The satisfaction felt by students and parents towards the educational services at MA Nurul Jadid can maintain their loyalty. This positive experience encourages them to continue to choose the school and recommend it to others, thus helping to increase the number of students (Agustiono, Listyorini and Nugraha 2022).

The role of E-WOM in decision-making at MA Nurul Jadid is the ability of online recommendations to influence the perception of prospective students and parents about the quality of education, reliability, and accuracy of school information, which ultimately influences their decision to enroll (Yudi, Yasir, and Pohan 2022). It covers all phases of interaction between prospective students and parents through online platforms, such as the extent to which information and reviews on websites or social media facilitate an effective and efficient decision-making process regarding enrollment, quality of education, and school services, which ultimately influences their decision to choose MA Nurul Jadid (Informatika et al. 2023).

Correlation between Online Reputation and Increased Student Population: MA Nurul Jadid's online reputation, which reflects excellence in the quality of education and services, can strengthen the school's position amid competition. A good reputation, based on positive reviews and student experiences, influences the decision of prospective students and parents to apply. This directly contributes to the increase in the number of students, as prospective applicants tend to choose schools with a trusted and proven online reputation (Agustin and Hellianto 2020). The increase in student enrollment interest in MA Nurul Jadid is influenced by the trust and loyalty formed through the school's online reputation. One way prospective students and parents evaluate a school is by studying online reviews of the quality of education and services, which can increase student enrollment (Belfa, Taufik, and Pembelian 2022).

Customer Experince

Customer experience in education is a student's internal and subjective response as a result of interaction, either directly or indirectly, with an educational institution. Direct interaction occurs due to the initiative of the students themselves, while indirect interaction involves unplanned meetings, such as facility performances, promotional activities, or institutional events. *Customer Experience* in education, is a series of events or events experienced by students and leaves a personal impression in response to stimuli or stimuli from the educational services received. These experiences can elicit feelings of satisfaction or dissatisfaction in students, ultimately affecting their satisfaction levels and potentially increasing or decreasing the number of students in the institution (Yulianto et al. 2023). *Customer experience* has 4 stages, namely (Kadarusman and Putri 2024).

1. *Awareness*: Parents of prospective students begin to get to know the school through social media, websites, or testimonials from other parents. This awareness is built through the promotion and participation of schools in educational events.
2. *Interest*: After knowing the school, parents begin to be interested and seek more in-depth information about the school's facilities, programs, and reputation. The initial interaction occurs when they contact or visit the school.
3. *Consideration*: Parents consider schools as an option, compare aspects such as facilities and teaching quality, and seek reviews from other parents. They can attend an open house or information session to clarify their choices.
4. *Decision*: Parents decide to enroll their children. This process includes document collection, payment, and student orientation, as well as intensive communication with the school to adjust expectations.
5. *Retention*: The experience continues as the child is in school. Regular communication with teachers and participation in school activities ensure parental satisfaction, which has an effect on student retention and recommendations to other parents.

The Influence of *Customer Experience* on the Increase in the Number of Students in MA

Every educational institution that wants to compete and meet the needs and expectations of students and parents must pay attention to the quality of educational services provided. The quality of this service has a great influence on the satisfaction of students and parents. The higher their satisfaction level, the greater the impact on the increase in the number of student registrations at MA Nurul Jadid. The satisfaction of students and parents can be described as the feeling of security they feel because they know that their needs and interests are well taken care of by the educational institution. This has an effect on the increase in the number of students enrolled in MA (Bongso et al. 2022).

e-WOM

e-WOM (Electronic Word of Mouth) is defined as a dynamic and continuous process of exchanging information between potential consumers, actual consumers, or former consumers regarding a product, service, brand, or company, which can be accessed by many people and institutions through the internet (Ismagilova, Np, and Slade 2024). In educational institutions, *e-WOM* is an important source of information for prospective students and parents. However, not all online information influences their decisions. This study emphasizes credibility as a major factor that can change user behavior, which plays an important role in increasing sign-ups through a good online reputation (Reyes-menendez, Saura, and Martinez-navalon 2019).

Conclusion

The application of customer experience has proven effective in increasing the number of students. This can be seen from the reliability test and normality test, which show significant results. Based on research, things were found that support the implementation of customer experience, such as increasing the number of students. Customer experience and e-WOM are able to provide accurate information. The data obtained showed a good level of normality with a normality value of 0.089 (normality <0.5) and a T test of 0.00 (Sig<0.05). The data is normally distributed, making it possible to carry out further analysis. There is a significant positive relationship between the variables studied, this indicates an increase in the number of students or other positive impacts. So it can be concluded that there is an influence between variable x and variable y.

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